

June 29, 2004

Division of Dockets Management (HFA-305)  
Food and Drug Administration  
Room 1061  
5630 Fishers Lane  
Rockville, Maryland 20852

Re: **Request for Extension of Comment Period –**  
Docket No. 1994P-0390 and 1995P-0241; Food Labeling: Nutrient  
Content Claims, General Principles; Health Claims, General  
Requirements and other Specific Requirements for Individual  
Health Claims; Reopening of the Comment Period  
69 Federal Register 24541 (May 4, 2004)

Dear Sir/Madam:

On behalf of the members of the American Bakers Association (ABA), the national trade association representing the wholesale baking industry, we are requesting a sixty day extension, to September 3, 2004, for the comment period on Docket Numbers 1994P-0390 and 1995P-0241 addressing food labeling, nutrient content claims, general principles; health claims, general requirements and other specific requirements for individual health claims.

ABA membership consists of bakers and bakery suppliers who together are responsible for the manufacture of approximately 80 percent of the baked goods sold in the United States. The ABA and its members share FDA's goal of providing consumers with accurate, truthful and non-misleading information regarding the relationship of diet to health and disease.

ABA members support the foundation of this rulemaking, based on reform of claims policies supported by First Amendment considerations, the reopening of this comment period requires a thorough review of the technical issues raised in the proposed rule to respond to the Agency's questions. While ABA has always advocated the prompt finalization of this rulemaking, ABA strongly believes that more time is needed to fully consider the specific requirements of this proposal. Over seven years have passed since the last consideration and submission related to this proposal, many of the ABA member company representatives have retired and new representatives are not familiar with the 1995 proposal, its implications and ABA's petition. Additionally since 1995, the character of the ABA membership has broadened, representing a greater variety of

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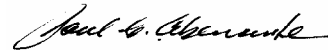
products and now these companies may advocate different views of the issues raised from 1994 through 1997; therefore, ABA needs additional time to ensure that all of our members concerns are addressed to accurately comment and respond to FDA.

For the reasons included above, ABA requests a 60-day extension, until September 3, 2004 for the comment period on this rulemaking

Respectfully submitted,



Lee Sanders  
Vice President  
Regulatory & Technical Services



Paul C. Abenante  
President & CEO